

**MNM 3048 – PROMOTION AND DISTRIBUTION MANAGEMENT**

<b>Component</b>	<b>Weight</b>	<b>Fail (0-49%)</b>	<b>Pass (50 – 74%)</b>	<b>Distinction (75 – 100%)</b>
		<b>0 - 4</b>	<b>4 - 6</b>	<b>7 - 8</b>
Sales promotion tools aimed at the sales force	8	Did not discuss the correct theory  Copied directly from the textbook and the study guide.	Discussed the theory maybe not all of it or not entirely correct.	Discussed all the theory in detail and it was correct.
		<b>0-1</b>	<b>2</b>	<b>3-4</b>
Sales promotion tools aimed at intermediaries	4	Did not discuss the correct theory  Copied directly from the textbook and the study guide	Discussed the theory maybe not all it or not entirely correct	Discussed all the theory in detail and it was correct
		<b>0 - 2</b>	<b>3-4</b>	<b>5-6</b>
Practical application	6	Did not apply at all to Woolworths	Applied to Woolworths but not entirely correct.	Application to Woolworths was relevant and correct.
		<b>0</b>	<b>1</b>	<b>2</b>
Technical	2	Did not follow the guideline  No references	Have prescribed material as references  Followed guideline	Did extra research  Have more references than prescribed material  Did more than was expected with regards to guidelines